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LIBRARY JOURNAL

MARCH 15, 1990

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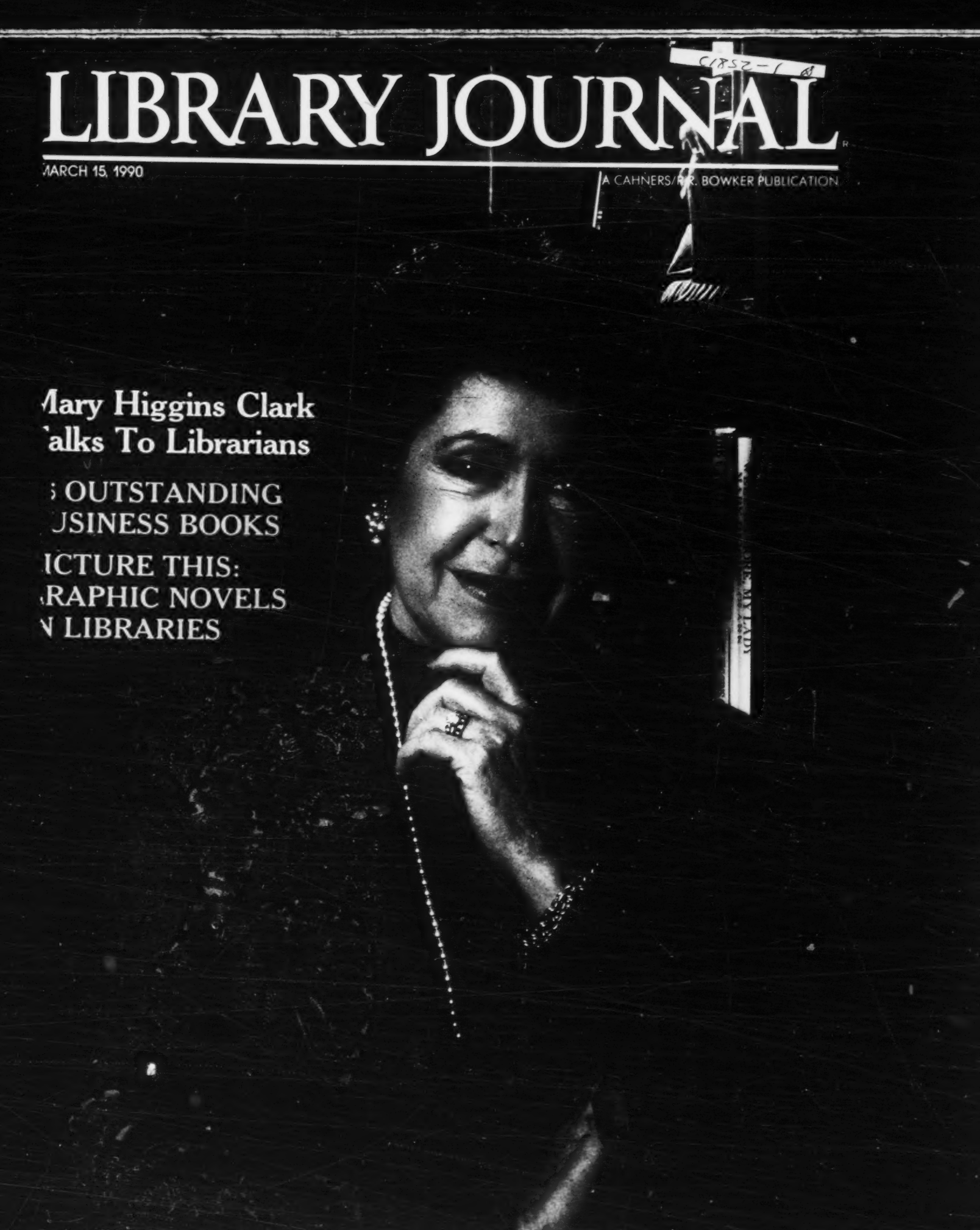

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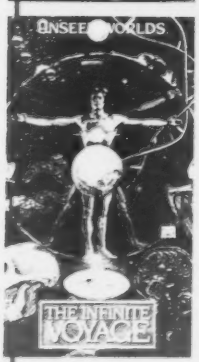

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VOL. 115 No. 5

LIBRARY

Author Mary Higgins Clark is a favorite of libraries both for her novels and her appearances. She discusses with LJ *her success and her love of writing in "The Reassuring Triumph of the Good" on page 34. Photograph by Helen Marcus*

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LIBRARY MARKET OUTLOOK

BY DEBORAH SELSKY

Book Title Output Slips in 1988

Mass-market paperback publishing fell steeply by 23 percent in 1988, causing a decline in total title output for the year. Preliminary reports indicate that trade paperbacks are down in 1989 from the final 1988 totals, but that mass market titles are up slightly. According to R.R. Bowker, U.S. book publishers produced 55,483 titles in 1988, down 544 titles (one percent) from the year before. Title output had previously been anticipated to remain on a par with 1987 levels. Indeed, preliminary estimates for 1988 ran 4.6 percent ahead of the 1987 preliminary figure.

Of those 55,483 titles produced in the United States, the majority were made in hardcover. In 1988, 36 percent of the books produced were paperback, while 64 percent were hardbound.

According to the Book Industry Study Group (Library Market Outlook, *LJ*, February 15, p. 132), while nearly twice as many hardbound titles are produced, paperback books represent the majority of actual units sold by publishers. Excluding textbooks, 66 percent of publishers' sales are hardbound books, compared to 34 percent paperbound. In contrast, most (57 percent) of the books libraries purchase are hardbound, while 43 percent are paperbound.

Among the 23 standard Dewey Decimal Classification groups used in the Bowker database, the greatest number of titles produced were sociology and economics books with 8,247 in 1988; this first-place rank was unchanged for the past five years. In second place was fiction with 5,564 titles, down 11.7 percent from 1987. Juvenile books took third place with 4,954 titles in 1988, jumping up from their fifth-place rank in 1983 and overtaking medical and science books (see Table 1). Indeed, this jump reflects the growing strength of the children's book market.

Together, these top three categories—sociology/economics, fiction, and juvenile—represent over one-third of all titles produced. The top ten categories account for three quarters of the titles produced.

Despite an overall slowdown in title production, there is an abundance of new titles in certain subjects. In particular, the fastest-growing category for two consecutive years was history, which registered a 16.6 percent gain in 1987 and a 13.1 percent rise in 1988. In 1988, there were 789 more history titles to choose from than in 1986. In addition, six categories of book titles reached record-breaking output levels in 1988: agriculture, history, juvenile, philosophy/psychology, science, and travel.

The number of imported titles reached 8,626 in 1988, up 4.8 percent from the previous year. Since 1983, imported titles increased an average 7.8 percent or 541 new titles per year. Eight of the top ten categories in domestic title production were also among the top ten imported titles. The number of foreign titles translated into English stood at 2,012 in 1988, 5.5 percent above the 1987 level. More than half of these translations were from French and German titles.

Table 1
Top Ten U.S. Book Subject Categories for 1988

CATEGORY	All Hard & Paper Titles	Rank 1988	Rank 1983
Sociology, Economics	8247	1	1
Fiction	5564	2	2
Juveniles	4954	3	5
Medicine	3900	4	3
Science	3743	5	4
History	3260	6	9
Religion	2746	7	8
Technology	2694	8	6
General Works	2475	9	7
Literature	2272	10	11

Data Source: R.R. Bowker Co.

Table 2
Top Ten Imported Book Subject Categories for 1988

CATEGORY	Hard & Trade Paper Titles
Sociology, Economics	1825
Science	1396
Technology	897
Medicine	779
History	509
General Works	372
Literature	330
Fiction	287
Philosophy, Psychology	275
Education	239

Data Source: R.R. Bowker Co.

Title output in the United States has remained in the low- to mid-50,000 range since the early 1980s. The United States ranks third in title output among all book-producing countries, running neck and neck with the United Kingdom and falling behind the USSR and West Germany. The country experiencing the fastest growth in book-title production may actually be India. Simba Information, Inc. reports that some 15,000 new titles in English and other languages are published each year in India.

Deborah Selsky is an economist with Cahners Economics, which provides industry analyses and forecasting services for the markets its magazines serve

163 first novels are being published during the spring/summer season

First Novels

Every season since 1951, *LJ* has taken a look at the field of first novels. In the unpredictable business of publishing, it takes a certain amount of courage to back a new author, and here we celebrate the risk-takers. *LJ* feels a particular commitment to helping librarians identify fresh new voices, so we plan to give special attention to these first-time authors when selecting titles to review.

We are happy to report that it appears the first novel is alive and well. Forty-nine publishers responded to our inquiries with the news that they are publishing a total of 163 first novels between February 1 and August 31, 1990. Some of the authors are not exactly unknowns; actor Kirk Douglas will follow up his best-selling memoirs, *Ragman's Son*, with a novel, *Dance with the Devil*. Most, however, are virtually unknown. Nevertheless, some of these first efforts are being trumpeted by their publishers. Sue Harrison's *Mother Earth Father Sky* is being published by Doubleday with all the attention usually lavished on a best-selling author like Arthur Hailey.

As we did with the fall/winter list (*LJ* 10/1/89), we have divided this one by the state or country in which each author resides. This is to help your library identify local authors for appearances or special book displays.

ARIZONA

Aristeo Brito, **The Devil in Texas** *(Bilingual Review—Aug.)*
J.M. Hayes, **The Grey Pilgrim** *(Walker—Jun.)*

CALIFORNIA

Darryl Brock, **If I Never Get Back** *(Crown—Feb.)*
Lewis Buzbee, **Fliegelman's Desire** *(Available Pr: Ballantine—Jun.)*
Michael Cadnum, **Nightlight** *(St. Martin's—Feb.)* [*LJ* 1/90]
Janet Dawson, **Kindred Crimes** *(St. Martin's—Jul.)*
Kirk Douglas, **Dance with the Devil** *(Random—Jun.)* [Prepub Alert 2/15/90]
Robert Ferrigno, **The Horse Latitudes** *(Morrow—Mar.)* [*LJ* 2/1/90; Prepub Alert 12/89]
Weldon Kees (deceased), **Fall Quarter** *(Story Line Pr.—Aug.)*
Sherwood Kiraly, **California Rush** *(Macmillan—May)*
Patric Kuh, **An Available Man** *(Available Pr: Ballantine—Mar.)*
Michelle Latiolais, **Even Now** *(Farrar—May)*
Linda Lane & Nancy Andrews, **Malibu 90265** *(Morrow—Jul.)* [Prepub Alert 2/15/90]
James H. Levinson, **Another Line** *(Watermark Pr.—Mar.)*
Bentley Little, **The Revelation** *(St. Martin's—Feb.)* [*LJ* 1/90]
Eliud Martinez, **Voice-Haunted Journey** *(Bilingual Review—Apr.)*
Lisa Mason, **Arachne** *(Morrow—May)*
Grant Michaels, **A Body To Die For** *(St. Martin's—Jun.)*
Karen Marie C. Minns, **Virago** *(Naiad Pr.—Feb.)*
Douglas A. Munson, **El Nino** *(Viking—Jul.)*
Lynda Obst & Carol Wolper, **Dirty Dreams** *(NAL Bks.—Jun.)* [Prepub Alert 2/15/90]
A.C. Peniston, **Search for Sybil** *(Ashley Bks.—Jun.)*
Barbara Quick, **Northern Edge** *(Donald I. Fine—May)* [*LJ* 2/1/90]
Frances Starn, **Soup of the Day** *(Delta: Dell—Mar.)* [*LJ* 2/15/90]
Pat Welch, **Murder by the Book** *(Naiad Pr.—Feb.)*
Victor Wuamett, **Teardown** *(St. Martin's—Mar.)* [*LJ* 3/1/90]

COLORADO

Sandra Dallas, **Buster Midnight's Cafe** *(Random—Apr.)*
Diane M. Davidson, **Catering to Nobody** *(St. Martin's—Aug.)*
Dan Hallacy, **Empire in the Dust** *(Walker—Jun.)*

CONNECTICUT

Bob Judd, **Formula One** *(Morrow—Mar.)*
Lynda Lyons, **Priorities** *(Naiad Pr.—Jun.)*
Alvin Rosenfeld, **A Dissenter in the House of God** *(St. Martin's—Jul.)*
David W. Ross, **Beyond the Stars** *(S. & S.—May)*
Ray Sipherd, **The Courtship of Peggy McCoy** *(St. Martin's—Jun.)*

DISTRICT OF COLUMBIA

Linda Cashdan, **Special Interests** *(St. Martin's—May)*
Jane Leavy, **Squeeze Play** *(Doubleday—Apr.)* [*LJ* 3/1/90]
William Moore, **The Last Surprise** *(St. Martin's—Mar.)*

FLORIDA

Sam Harrison, **Walls of Blue Coquina** *(HBJ—May)*
Randy W. White, **Sanibel Flats** *(St. Martin's—Mar.)*

GEORGIA

David Bottoms, **Easter Weekend** *(Houghton—Feb.)* [*LJ* 2/1/90]
Jun. A. Seese, **What Waiting Really Means** *(Dalkey Archive Pr.—Mar.)*
Elizabeth D. Vaughn, **Many Things Have Happened Since He Died** *(Doubleday—Apr.)* [*LJ* 2/15/90]
Amanda K. Williams, **Club 12** *(Naiad Pr.—May)*

HAWAII

David W. Doyle, **An Accurate Watch** *(Morrow—Jun.)*

ILLINOIS

Renee Hansen, **Take Me to the Underground** *(Crossing Pr.—Apr.)*
William F. Love, **The Chartreuse Clue** *(D.I. Fine—Jun.)*

INDIANA

Ronald Tierney, **The Stone Veil** *(St. Martin's—Mar.)*

IOWA

Justin Cronin, **The Short History of the Long Ball** *(Council Oak Bks.—May)*
James Hynes, **The Wild Colonial Boy** *(Atheneum—Apr.)* [*LJ* 3/15/90]
Steven Pett, **Sirens** *(Vintage: Random—Jun.)*

KANSAS

Daniel Bolger, **Feast of Bones** *(Presidio Pr.—Apr.)*

LOUISIANA

James G. Bennett, **My Father's Geisha** *(Delacorte—Jun.)*
Seth Morgan, **Homeboy** *(Random—May)* [*LJ* 3/15/90]

MAINE

Kate Braestrup, **Onion** *(Viking—Mar.)*
Sabina Murray, **Slow Burn** *(Available: Ballantine—Jul.)*

MARYLAND

Michael Kun, **A Thousand Benjamins** *(Atlantic Monthly Pr.—Apr.)*
Dori Sanders, **Clover** *(Algonquin Bks.—Mar.)* [*LJ* 3/1/90]

MASSACHUSETTS

Bill Eidson, **The Little Brother** *(Holt—May)*
Robert D. Hale, **The Elm at the Edge of the Earth** *(Norton—Jul.)*
Bob Katz, **Hot Air** *(Birch Lane Pr: Carol Pub. Group—Jun.)*
Zachary Klein, **Still Among the**

Living *(Harper—Aug.)*
Elinor Lipman, **Then She Found Me** *(Pocket Bks.—Apr.)* [*LJ* 3/15/90]
Dennis McFarland, **The Music Room** *(Houghton—Apr.)*
Charles C. Martin, **Godchildren** *(Viking—Mar.)*
Katherine H. Page, **The Body in the Belfry** *(St. Martin's—Feb.)*
Susan Pope, **Catching the Light** *(Viking—Jul.)*
Chet Raymo, **In the Falcon's Claw** *(Viking—Mar.)* [*LJ* 1/1/90]
Heidi J. Schmidt, **The Rose Thieves** *(HBJ—Jun.)*
Ned White, **The Very Bad Thing** *(Viking—Apr.)*
Wayne Wilson, **Loose Jam** *(Delacorte—Feb.)*

MICHIGAN

Julia Fenton, **Black Tie Only** *(Contemporary Bks.—May)*
Sue Harrison, **Mother Earth Father Sky** *(Doubleday—Jul.)* [Prepub Alert 3/1/90]
Michael Thall, **Let Sleeping Afghans Lie** *(Walker—Mar.)*

NEW JERSEY

Harlan Coben, **Play Dead** *(British American Pub.—May)*
Indira Ganesan, **The Journey** *(Knopf—Jun.)*
Mark Leyner, **My Cousin, My Gastroenterologist** *(Harmony: Crown—Apr.)*

NEW YORK

Arthur Altman, **Heaven and Hell** *(St. Martin's—Aug.)*
Deborah Bergman, **River of Glass** *(Putnam—Apr.)* [*LJ* 3/15/90]
Gene Breaznell, **The Star of Sutherland** *(Walker—Jun.)*
Peter Cameron, **Leap Year** *(Harper—Feb.)* [*LJ* 3/1/90]
Bell G. Chevigny, **Chloe and Olivia** *(Grove Weidenfeld—May)*
Mark Ciabattari, **Dreams of an Imaginary New Yorker Named Rizzoli** *(Obelisk: Dutton—Mar.)*
John Cline, **The Forever Beat** *(Dutton—May)*
Zena Collier, **A Cooler Climate** *(British American Pub.—May)*
Beverly Coyle, **The Kneeling Bus** *(Houghton—Feb.)*
Nick Davis & Brooks Hansen, **Boone** *(Summit Bks.—Jul.)*
Vanessa Drucker, **Winner Takes All** *(Crown—Apr.)*
Peter Gadol, **Coyote** *(Crown—Jun.)*
Rachel Gallagher, **The Girl Who Loved Garbo** *(Donald I. Fine—May)* [*LJ* 3/1/90]
Colin Harrison, **Break and Enter** *(Crown—May)* [*LJ* 3/1/90]
Philip Israel, **Me and Brenda** *(Norton—Aug.)*
Tom Jenks, **Our Happiness** *(Bantam—Apr.)*
Mary Anne Kelly, **Park Lane South, Queens** *(St. Martin's—Feb.)*
Stephen Lewis, **The Monkey Rope** *(Walker—May)*
John Lucas, **Tables** *(Little—Jun.)*
Lynne McFall, **The One True Story of the World** *(Atlantic Monthly Pr.—May)*
J.B. Miller, **My Life in Action Painting** *(Grove Weidenfeld—Jun.)*
Walter Mosley, **Devil in a Blue Dress** *(Norton—Jun.)*
Lou Myers, **When Life Falls, It Falls Upside Down** *(Grove Weidenfeld—Jul.)*
Robert Oxnam, **Cinnabar** *(St. Martin's—Mar.)* [*LJ* 2/1/90]
Elaine Perry, **Another Present Era** *(Farrar—Jul.)*
Laszlo Petrovics-Ofner, **Broken Places** *(Atlantic Monthly Pr.—Aug.)*
Ed Ruggero, **38 North Yankee** *(Pocket Bks.—Jun.)* [Prepub 3/1/90]
Paul Russell, **The Salt Point** *(Dutton—Mar.)*
Sandra Schor, **The Great Letter E** *(North Point Pr.—Feb.)* [*LJ* 11/1/89]
Constance Schraft, **Instead of You** *(Houghton—Aug.)*
Tor Seidler, **Take a Good Look** *(di Capua Bks: Farrar—Jul.)*
Dani Shapiro, **Playing with Fire** *(Doubleday—Jun.)*
Patricia B. Soliman, **Coco, the Novel** *(Putnam—Jul.)*
Katia Spiegelman, **Soul Catcher** *(Marion Boyars Pubs.—May)*
Richard Stengel, **January Sun** *(S. & S.—Apr.)*
Laurie Stone, **Starting with Serge** *(Doubleday—Feb.)* [*LJ* 2/1/90]
Eric Swanson, **The Greenhouse Effect** *(Little—Jun.)*
Tom Tolnay, **Celluloid Gangs** *(Walker—Mar.)*
Kim Wozencraft, **Rush** *(Random—Apr.)* [Prepub Alert 12/89]
Sidney Zion, **Markers** *(Donald I. Fine—Apr.)* [*LJ* 2/15/90]

NORTH CAROLINA

Sharlene Baker, **Finding Signs** *(Knopf—Apr.)*
G.C. Hendricks, **The Second War** *(Viking—Apr.)* [*LJ* 2/1/90]
P.B. Parris, **Waltzing in the Attic** *(Doubleday—Aug.)*
David C. Wall, **One Cried Murder** *(Dembner Bks.—Jun.)*

OREGON

Vincent Kohler, **Rainy North Woods** *(St. Martin's—Feb.)*
Bernie Lee, **Murder at Musket Beach** *(Donald I. Fine—Apr.)* [*LJ* 3/1/90]

PENNSYLVANIA

DeForest Day, *Aug.* **Ice** *(St. Martin's—Mar.)*
Reginald McKnight, **I Get on the Bus** *(Little—May)*

TENNESSEE

Betty P. Nelson, **Private Knowledge** *(St. Martin's—Mar.)*

TEXAS

Frederic Bean, **Tom Spoon** *(Walker—May)*
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Cynthia Richey, **Love's Masquerade** *(Walker—Jul.)*

WASHINGTON

Sue Robinson, **The Amendment** *(Birch Lane Pr: Carol Pub. Group—Apr.)*
Janet L. Smith, **Sea of Troubles** *(Perseverance Pr.—Apr.)*
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Matthew Stadler, **Landscape: Memory** *(Scribner—Aug.)*

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Jackie Calhoun, **Lifestyles** *(Naiad Pr.—Mar.)*

James Hickey, **Chrysanthemum in the Snow** *(Crown—May)*

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Louise Pennington, **The Dreambreakers** *(S. & S.—Jun.)*

CANADA

Marilyn Bowering, **To All Appearances a Lady** *(Viking—Jun.)*
David L. Dawson, **Last Rights** *(St. Martin's—Jul.)*
Brendan Howley, **Third Circle** *(Viking—Mar.)* [*LJ* 1/1/90]

ENGLAND

Helen Cannam, **A High and Lonely Road** *(St. Martin's—Jun.)*
Windsor Charlton, **Rites of Sacrifice** *(St. Martin's—Mar.)* [*LJ* 2/1/90]
Shane Connaughton, **A Border Station** *(St. Martin's—Mar.)* [*LJ* 2/1/90]
Nick Cook, **Angel, Archangel** *(St. Martin's—Jul.)*
Susan Crosland, **Ruling Passions** *(Holt—Apr.)* [*LJ* 3/15/90]
Paul Griffiths, **Myself and Marco Polo** *(Random—Mar.)* [*LJ* 3/1/90]
Hanif Kureishi, **The Buddha of Suburbia** *(Viking—May)* [*LJ* 3/15/90]
Simon Michael, **The Cut Throat** *(St. Martin's—May)*
Paul Micou, **The Music Programme** *(Birch Lane Pr: Carol Pub. Group—Jun.)*
Timothy O'Grady, **Motherland** *(Holt—Mar.)* [*LJ* 2/15/90]
Christopher Osborn, **A Sense of Touch** *(Harper—Mar.)*

FRANCE

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Jean-Philippe Toussaint, **The Bathroom** *(Obelisk: Dutton—Mar.)*

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Eva Heller, **With the Next Man Everything Will Be Different** *(Random—Jun.)*

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Norman Flood, **To Killashea** *(St. Martin's—Mar.)* [*LJ* 3/1/90]

MEXICO

Angeles Mastretta, **Mexican Bolero** *(Viking—Jul.)*

SCOTLAND

Alison McLeay, **Passage Home** *(S. & S.—Jul.)* [Prepub Alert 2/15/90]
Charles Palliser, **The Quincunx** *(Ballantine—Feb.)* [*LJ* 12/89; Prepub 10/15/89]

SPAIN

Alan Brown, **Princess** *(Birch Lane Pr: Carol Pub. Group—Apr.)* [*LJ* 3/1/90]

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Random	7
Crown	6
Doubleday	6
Birch Lane Pr.	5
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LIBRARY JOURNAL is published by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1990 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President/CEO; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice President. Direct editorial and advertising correspondence to 249 West 17th Street, New York, NY 10011. Telephone: 212-463-6819. Subscription inquiries and changes of address should be directed to Library Journal, PO Box 1977, Marion, OH 43305-1977. Telephone: 1-800-669-1002 (in continental U.S. only). In Alaska, Hawaii, Canada and all other countries, telephone: 614-382-3322. Issued 20 times a year, twice a month, February through June and September through November, and once a month in January, July, August, and December. Second class postage paid at New York, N.Y., and additional mailing offices. Cahners Publishing Company, A Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

LIBRARY JOURNAL is indexed in *Educational Index, Library Literature, Library & Information Science Abstracts,* and *Magazine Index*. SUBSCRIPTIONS: USA: 1 year $69; 2 years, $117; 3 years, $165. Canada: 1 year $94, 2 years $160, 3 years $225. All other countries (air delivery): 1 year $125, 2 years $212, 3 years $300. (Remit in US funds only.) Single copy, $5.00. Spring & Fall Announcement Issues, $6.95. POSTMASTER: Please send address changes to *Library Journal*, P.O. Box 1977, Marion, OH 43305-1977.